

## PSA Rubric

| Criteria                              | Exceeds   | Meets  | Approaching  | Below  |
|---------------------------------------|---|--|--|--|
| <b>Creativity/ Message</b>            | Project was creative and original. The video tells a compelling story in a style or mood which suits the content. Message was very clear.                   | Project was original. The video tells a story in a style which suits the content. Message was clear.                         | The video tells a story but is unclear in style or content. Message was somewhat clear.                      | The video does not tell a story. Message was not clear.                                      |
| <b>Shooting Composition/ Sequence</b> | A variety of angles and shots were used. Shots were well planned out, analyzed and executed. Shots had excellent composition. There was a clear story line. | Different angles and shots were used. Shots were planned and executed. Shots were somewhat composed. There was a story line. | Different shots were used. Shots were planned and executed. Shots were not composed. There was a story line. | A few shots were used. Shots were planned. Shots were not composed. There was no story line. |
| <b>Production</b>                     | Shots, audio, graphics were exemplary. Production went beyond general knowledge.  | Shots, audio, graphics were good. Production was at expected knowledge.  | Shots, audio, graphics were ok and could have been improved. Production was at a lower general knowledge.    | Shots, audio, graphics need improvement. Production was at a lower general knowledge.        |
| <b>Audio</b>                          | All audio (VOs, dialogue, music) were clear, audible, and set to appropriate levels.  | Most audio (VO's, dialogue, music) were clear, audible, and set to appropriate levels. Very minor problems.                  | Audio (VOs, dialogue, music) had noticeable problems which distracted from the message.                      | Audio (VO's, dialogue, music) had serious problems which distracted from the message.        |
| <b>Met Deadline</b>                   | Student(s) managed time wisely. Student/Group worked well together and had no problems in completing project on time.                                       | Student(s) managed time wisely. Student/Group had minor problems but completed project on time.                              | Student(s) did not manage time wisely. Project seemed rushed and not everyone participated.                  | Student(s) did not manage time wisely. Project seemed rushed and not everyone participated.  |

|        |          |          |          |          |
|--------|----------|----------|----------|----------|
| 20 = 4 | 19 = 3.8 | 18 = 3.6 | 17 = 3.4 | 16 = 3.2 |
| 15 = 3 | 14 = 2.8 | 13 = 2.6 | 12 = 2.4 | 11 = 2.2 |
| 10 = 2 | 9 = 1.8  | 8 = 1.6  | 7 = 1.4  | 6 = 1.2  |